

southwest quadrant of the planning area. Whereas Three Schools Boulevard provides a faster and safer route to Pitt County Memorial Hospital and East Carolina University Medical Center.

National Defense

A national defense highway serves transportation demands during periods of national or local emergency such as war and natural calamity. US 264 Freeway is designated as Section 165 of the National Defense Highway System.

Aesthetics

Aesthetics is important in a thoroughfare plan. The plan should be appealing to the public and contribute to an improved urban environment. Modern landscape methods should be used to make highway improvements compatible with the surroundings.

ECONOMIC ENVIRONMENT

Businesses

The development of a thoroughfare plan has both positive and negative effects on business within the area. As new thoroughfares are constructed, or old ones widened, the improved mobility tends to improve the overall business climate and proves more attractive to the establishment of new business interests. The construction of new facilities often opens up new land areas for business expansion. On the negative side is the potential disruption or removal of existing businesses as a result of thoroughfare construction.

Every effect was made to avoid disrupting businesses. However, one business will be impacted at NC 121 due to Three Schools Boulevard.

Employment

Improvement in the level of service provided by the thoroughfare system will reduce transportation costs for industry, facilitate industrial employment expansion, and contribute to area income through additional business activity and reduced transportation cost for workers. An adequate thoroughfare plan will improve the future economic vitality of Farmville. NCDOT has worked cooperatively with the Town of Farmville to develop a Thoroughfare Plan that is compatible with the Town of Farmville's Industrial Park Plans.

Economic Development

New thoroughfares that open new areas for development will